

Claims

- 1 1. A method for distributing software to a computer, the method comprising:
2 coupling at least one advertisement to the software;
3 providing the software with the coupled advertisement to the computer for
4 installation;
5 allowing the software to be used on the computer, in conjunction with the
6 advertisement;
7 recording usage data on the computer;
8 posting said usage data to an external medium;
9 after said posting, continuing to allow the software to be used.
- 1 2. The method of claim 1 further comprising:
2 after a predetermine event but before said posting, preventing at least one aspect
3 of the software from being used.
- 1 3. The method of claim 2 wherein the predetermine event is a predetermined
2 number of times that the software has been used.
- 1 4. The method of claim 2 wherein the predetermine event is an attempt to use
2 the at least one aspect of the software.
- 1 5. The method of claim 2 wherein the predetermine event is a lapse of a
2 predetermined time period.
- 1 6. The method of claim 1 wherein the external medium is a server associated
2 with an advertiser of the advertisement.

1 7. The method of claim 1 wherein the external medium is a server affiliated
2 with a financial institution.

1 8. A method for distributing computer software to a computer, the software
2 having two aspects, the method comprising:
3 coupling an advertisement to a first aspect of the software;
4 providing the software with the coupled advertisement to the computer;
5 allowing the first aspect of software to be used on the computer, in conjunction
6 with the advertisement;
7 recording usage data on the computer;
8 preventing a second aspect of the software from being used;
9 posting said usage data to an external medium;
10 after said posting, allowing the second aspect of the software to be used.

1 9. The method of claim 8 wherein the software is a song and the first and
2 second aspects are different portions of the song.

1 10. The method of claim 8 wherein the software is an application program and
2 the first and second aspects are different capabilities of the application program.

1 11. The method of claim 8 wherein the software is a game and the first and
2 second aspects are different portions of the game.

1 12. The method of claim 8 further comprising:
2 receiving a payment for the software; and
3 upon receipt of the payment, uncoupling the advertisement from the software.

1 13. A server program for delivering software over a network, the software
2 including a record for recording usage data and a first advertisement that is being used in
3 conjunction with the software, the program comprising instructions for:
4 listing the software for access by a computer connected over the network;
5 linking to the computer;
6 providing the software to the computer while linked;
7 after the software has been provided, receiving the usage data from the computer,
8 the usage data indicating that a predetermined event has occurred and the software has
9 been disabled;
10 updating the software with a second advertisement and re-enabling the software.

1 14. The server program of claim 13 further comprising:
2 receiving a payment for the software; and
3 upon receipt of the payment, uncoupling the advertisement from the software.

1 15. The server program of claim 13 further comprising:
2 un-linking from the computer after the software is provided; and
3 re-linking with the computer for receiving the usage data.